

DETAILED ACTION

Amendment dated 7/15/11 has been acknowledged and entered.

Allowable Subject Matter

Claims 1, 7, and 18 are allowed.

The following is a statement of reasons for the indication of allowable subject matter: the prior art fails to teach all of the features of claims 29-31. Specifically the prior art does not teach that the RF signal transmitted from the RF chip comprises a link to information associated with a product to which the RF chip is attached.

Pond et al. (US 2004/0030601 A1) teaches the features of claims 1, 7, and 18, as discussed below. However, the information that is being transmitted in Pond relates to transaction information (price totals, account number, transaction verification, etc.). Pond does not teach transmitting a link to product information as discussed in claims 29-31.

Chauvin et al. (US 2002/0030606 A1) also teaches a number of features of claims 1, 7, and 18 (See office action dated 3/10/10. However, Chauvin teaches transmitting information relating to parking and parking meter transactions. Chauvin does not teach transmitting a link to information associated with a product to which the RF chip is attached.

None of the cited references, or any other references, teaches all of the features of claims 29-31. Further, it would not have been obvious to one of ordinary skill in the art at the time of invention to combine any references to arrive at the teachings of claims 29-31. Therefore, these claims are found to be allowable.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to RAFFERTY KELLY whose telephone number is (571)270-5031. The examiner can normally be reached on Mon. - Fri. 800-1730 EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Michael Lee can be reached on (571) 272-2398. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Rafferty Kelly/
Examiner, Art Unit 2876

/Daniel A Hess/
Primary Examiner, Art Unit 2876